

Name:

Date:

Class:

Lesson 9.2

Check Your Understanding

1. Identify three important considerations when determining price. (9.2-1)

Answer:

2. Describe three examples of unfair and illegal pricing practices businesses should avoid to ensure regulatory compliance. (9.2-2)

Answer:

3. Discuss the difference between a pricing objective to maximize sales and a pricing objective to maximize profits. (9.2-3)

Answer:

4. Explain the difference between markup based on cost and markup based on retail. (9.2-4)

Answer:

5. Identify types of pricing techniques used to adjust the selling price to generate additional sales. (9.2-5)

Answer: